

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date 2014 – Awareness and Publicity Campaign – Insertion of paid advertisement – Payment of Rs.8,93,200/- to M/s. Livewires Advertising Pvt. Ltd., Hyderabad towards the cost of Advertisement charges in editions of Sakshi, Andhra Prabha and The Hindu News Paper on 08-12-2013 – Sanctioned – Orders – issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 1090**

**Dated: 18-03-2014**

Read the following:-

1. From G.A. (Elecs.E) Dept. Lr.No.3262/Elecs.E/A2/2013-4, dt:07-12-2013.
2. From M/s Livewires Advertising Pvt., Ltd., Hyderabad Invoice No.Prod-232, dt:09-12-2013.
3. G.O.Rt.No.730, Fin. (Expr.GAD-I) Dept., dt:12-03-2014.

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**ORDER:**

In the letter 1<sup>st</sup> read above, M/s Livewires Advertising Private Limited, Hyderabad have been requested to insert paid advertisement in all editions of Sakshi, Andhra Prabha and in A.P. Editions of The Hindu News Paper on 08-12-2013 regarding Awareness and Publicity Campaign for Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in all editions of Sakshi, Andhra Prabha and in A.P. Editions of The Hindu News Paper on 08-12-2013.

2. In the letter 2<sup>nd</sup> read above, M/s Livewires Advertising Private Limited, Hyderabad has submitted bill as per the approved rates of I & PR Dept., for an amount of Rs.8,93,200/- as advertisement charges for arranging payment.

3. In view of the above, sanction is hereby accorded for payment of **Rs.8,93,200/-** (Rupees Eight lakh ninety three thousand and two hundred only) to M/s Livewires Advertising Private Limited, Hyderabad towards the cost for inserting advertisement in all editions of Sakshi, Andhra Prabha and in A.P. Editions of The Hindu News Paper on 08-12-2013 regarding Awareness and Publicity Campaign for Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date.

(Contd..2...)

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 104 Charges for conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 3<sup>rd</sup> read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, and credit in favour of **“M/s Livewires Advertising Private Limited, Hyderabad” A/c No.62204300977, State Bank of Hyderabad, Old Bowenpally Branch, Secunderabad, IFSC Code:SBHY 0020812 & MICR No. 500004082, PAN No.AAACL2455K.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 3<sup>rd</sup> read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL,  
CHIEF ELECTORAL OFFICER & E.O  
PRL.SECRETARY TO GOVERNMENT

To

M/s Livewires Advertising Private Ltd.,

6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER